

Amendments to the Specification:

Please replace the paragraph at page 1, lines 19-28 with the following amended paragraph:

Many customers in the telecommunications industry interact with the Internet and World Wide Web, and use the Web for a variety of business services. This presents ~~an~~ a business opportunity to interact with customers who are familiar with browsing the Web, by presenting to the customer a Web site and an opportunity to interact with the telecommunications company. However, the World Wide Web is not an interactive media, and is primarily composed of many static HTML pages at any give Web site.